**BS4 eco-solvent ink gets Nordic Ecolabel approval: A milestone in eco-friendly printing**

Printing companies are striving to be more sustainable and cost-effective in today's volatile climate. Mimaki identified ink as instrumental in helping businesses achieve their sustainability objectives. As a result, securing prestigious Nordic Ecolabel approval for the innovative and affordable BS4 eco-solvent ink becomes all the more significant. This demonstrates Mimaki's commitment to reducing its environmental impact and supporting sustainable printing.

**Why Nordic Ecolabel approval is important**

The Nordic Ecolabel is a globally respected certification that recognizes environmentally friendly products and services in Nordic countries. It ensures that products meet strict environmental standards from production to end-of-life. Printing companies can now use the approved BS4 eco-solvent ink when applying for Nordic Ecolabeling certification.

**Benefits of choosing Mimaki's BS4 ink**

By choosing BS4 ink with Nordic Ecolabel approval, printing companies can achieve their sustainability goals at reduced production costs while delivering high-quality results.

1. **Eco-friendly:** BS4 eco-solvent ink meets strong chemical and sustainability requirements, showing a commitment to sustainability and attracting environmentally conscious customers.
2. **Cost saving:** BS4 ink is economically priced, allowing businesses to save money on printing without sacrificing quality.
3. **High print quality:** BS4 ink, combined with Mimaki's 330 series printers, produces exceptional print quality with vibrant colors that grab attention.
4. **Durability:** BS4 ink, when used with the 330 series, creates long-lasting prints that withstand outdoor exposure, satisfying the needs of various industries.

**Who can benefit from BS4 ink?**

The Nordic Ecolabel approved BS4 ink, along with the reliable 330 printer series, presents an excellent opportunity for different types of printing companies.

**Retail:** Retailers can reduce operational costs and do so sustainably by using BS4 ink for in-store displays, promotional signage, and advertising campaigns. The vivid colors and high print quality visually engage customers and create a lasting impression.

**Packaging and labeling:** Companies involved in packaging and labeling can benefit from BS4 ink's cost-effective solution. It maintains quality while adhering to eco-friendly standards, making product packaging, labels, and tags eye-catching and durable.

**Outdoor advertising and signage:** BS4 ink is ideal for outdoor advertising, with its ability to withstand harsh weather conditions. Billboards, outdoor banners, vehicle wraps, and large-format prints created using BS4 ink allow for impactful and long-lasting campaigns, all while minimizing environmental impact.